

# ORDER



**Orders**  
**Order / Rev:** 47317  
**Alt Order #:**  
**Product Desc:** Est 2575 - US Senate  
**Estimate:** 2575  
**Flight Dates:** 08/07/12 - 08/13/12  
**Original Date / Rev:** 08/06/12 / 08/06/12  
**Order Type:** GENERAL

**Local 12 WKRC-TV**

**Primary AE:** LSM LSM  
**Sales Office:** CVG  
**Sales Region:** Local

**Agency**  
**Name:** Strategic Media Placement  
**Buying Contact:**  
**Billing Contact:**  
 7669 Stagers Loop  
 Delaware, OH 43015

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Josh Mandel fo OHio US Senate  
**Demographic:** HH  
**Product Codes:** US Senate  
**Priority:** P-2  
**Revenue Codes:** AGY, POL-CAND, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/13/12	33	\$37,750.00	\$32,087.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	33	\$37,750.00	\$32,087.50	0.00
<b>Totals</b>	<b>33</b>	<b>\$37,750.00</b>	<b>\$32,087.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
LSM LSM			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
Local 12 WKRC-TV	33%	\$37,750.00
Market	100%	\$114,393.94

**Competitive Share**

	Share	Total
EKRC	0%	\$0.00
UNKWN	0%	\$0.00
WCPO	25%	\$28,598.48
WLWT	26%	\$29,742.42
WSTR	0%	\$0.00
WXIX	16%	\$18,303.03

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WKRC	08/07/12	08/13/12	6a Good Morn Cincinnati	CM	6:30 AM-7:00 AM 111-1--	:30	4	\$800.00	P-2	0.00	NM	4	\$3,200.00
				6a Good Morn Cincinnati		(6:30 AM-7:00 AM)								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-11-1--		3			\$800.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	NKRC	08/06/12-08/12/12	6a Good Morn Cincinnati		6:30 AM-7:00 AM		6:30 AM-7:00 A-TW--F----	:30	(\$800.00)	0.00	NM		
				See MG 1.5										
	5	NKRC	08/06/12-08/12/12	6a Good Morn Cincinnati		6:30 AM-7:00 AM		6:30 AM-7:00 A-TW--F----	:30	\$800.00	0.00	NM		
				Ⓜ MG for 1.1 08/07										
				[MG within Flight]										
		Week: 08/13/12	08/19/12	1-----		1			\$800.00		0.00			
N 2	WKRC	08/07/12	08/13/12	CBS This Morning	CM	7:00 AM-8:00 AM 11-11--	:30	4	\$400.00	P-2	0.00	NM	4	\$1,600.00

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Local 12 WKRC-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				CBS Morning News		(7:00 AM-8:00 AM)								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
Week:		08/06/12	08/12/12	-1-11--			3	\$400.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	NKRC	08/06/12-08/12/12		CBS This Morning		7:00 AM-8:00 AM	7:00 AM-8:00 A-T-ThF----	:30	<del>(\$400.00)</del>	0.00	NM			
See MG 2.5														
5	NKRC	08/06/12-08/12/12		CBS This Morning		7:00 AM-8:00 AM	7:00 AM-8:00 A-T-ThF----	:30	\$400.00	0.00	NM			
Ⓜ MG for 2.1 08/07														
[MG within Flight]														
Week:		08/13/12	08/19/12	1-----			1	\$400.00	0.00					
N 3	WKRC	08/07/12	08/13/12	Local 12 News at Noon	CM	12p-1230p	11-1---	:30	3	\$1,400.00	P-1	0.00	NM	3 \$4,200.00
				Local 12 News at Noon										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
Week:		08/06/12	08/12/12	-1-1---			2	\$1,400.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	NKRC	08/06/12-08/12/12		Local 12 News at Noon		12p-1230p	-T-Th-----	:30	<del>(\$1,400.00)</del>	0.00	NM			
See MG 3.4														
4	NKRC	08/06/12-08/12/12		Local 12 News at Noon		12p-1230p	-T-Th-----	:30	\$1,400.00	0.00	NM			
Ⓜ MG for 3.1 08/07														
[MG within Flight]														
Week:		08/13/12	08/19/12	1-----			1	\$1,400.00	0.00					
N 4	WKRC	08/07/12	08/13/12	Soap Rotator	CM	12:30p-2p	11-1---	:30	3	\$850.00	P-1	0.00	NM	3 \$2,550.00
				Soap Rotator										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
Week:		08/06/12	08/12/12	-1-1---			2	\$850.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	NKRC	08/06/12-08/12/12		Soap Rotator		12:30p-2p	-T-Th-----	:30	<del>(\$850.00)</del>	0.00	NM			
See MG 4.4														
4	NKRC	08/06/12-08/12/12		Soap Rotator		12:30p-2p	-T-Th-----	:30	\$850.00	0.00	NM			
Ⓜ MG for 4.1 08/07														
[MG within Flight]														
Week:		08/13/12	08/19/12	1-----			1	\$850.00	0.00					
N 5	WKRC	08/12/12	08/12/12	CBS Sun Morning	CM	10:00 AM-10:30 AM	-----1	:30	1	\$1,100.00	P-1	0.00	NM	1 \$1,100.00
				CBS Sun Morn News										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
Week:		08/06/12	08/12/12	-----1			1	\$1,100.00	0.00					
N 6	WKRC	08/07/12	08/13/12	5p Local 12 News at Five	CM	5:00 PM-5:30 PM	11-1---	:30	3	\$1,200.00	P-2	0.00	NM	3 \$3,600.00
				5p Local 12 News at Five										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
Week:		08/06/12	08/12/12	-1-1---			2	\$1,200.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	NKRC	08/06/12-08/12/12		5p Local 12 News at Five		5:00 PM-5:30 PM	5:00 PM-5:30 P-T-Th-----	:30	<del>(\$1,200.00)</del>	0.00	NM			
See MG 6.4														
4	NKRC	08/06/12-08/12/12		5p Local 12 News at Five		5:00 PM-5:30 PM	5:00 PM-5:30 P-T-Th-----	:30	\$1,200.00	0.00	NM			
Ⓜ MG for 6.1 08/07														
[MG within Flight]														
Week:		08/13/12	08/19/12	1-----			1	\$1,200.00	0.00					
N 7	WKRC	08/07/12	08/13/12	5p Billboard	CM	5:30 PM-6:00 PM	--1-1--	:30	2	\$1,400.00	P-2	0.00	NM	2 \$2,800.00
				5p Billboard										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
Week:		08/06/12	08/12/12	--1-1--			2	\$1,400.00	0.00					
Week:		08/13/12	08/19/12	-----			0	\$1,400.00	0.00					
N 8	WKRC	08/07/12	08/13/12	6p Local 12 News at Six	CM	6p-630p	1111--	:30	5	\$1,500.00	P-2	0.00	NM	5 \$7,500.00
				6p Local 12 News at Six										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
Week:		08/06/12	08/12/12	-1111--			4	\$1,500.00	0.00					

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N 8	WKRC	08/07/12	08/13/12	6p Local 12 News at Six	CM	6p-630p	11111--	:30	5	\$1,500.00	P-2	0.00	NM	5	\$7,500.00
				6p Local 12 News at Six											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/06/12	08/12/12	-1111--		4			\$1,500.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	NKRC	08/06/12-08/12/12	6p Local 12 News at Six		6p-630p	-TWThF----	:30		<del>(\$1,500.00)</del>		0.00	NM		
			See MG 8.6												
	6	NKRC	08/06/12-08/12/12	6p Local 12 News at Six		6p-630p	-TWThF----	:30		\$1,500.00		0.00	NM		
			Ⓜ MG for 8.1 08/07												
			[MG within Flight]												
		Week: 08/13/12	08/19/12	1-----		1			\$1,500.00		0.00				
N 9	WKRC	08/11/12	08/11/12	6pm Local 12 News Sat	CM	6p-630p	-----1-	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
				6pm Local 12 News Sat											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/06/12	08/12/12	-----1-		1			\$400.00		0.00				
N 10	WKRC	08/12/12	08/12/12	630p Local 12 News Sun	CM	630p-7p	-----1	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
				630p Local 12 News Sun											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/06/12	08/12/12	-----1		1			\$600.00		0.00				
N 11	WKRC	08/12/12	08/12/12	11p Sa-Su Local 12 Nws	CM	11p-1135p	-----1	:30	1	\$1,700.00	P-3	0.00	NM	1	\$1,700.00
				11p Sa-Su Local 12 Nws 11											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/06/12	08/12/12	-----1		1			\$1,700.00		0.00				
N 12	WKRC	08/07/12	08/13/12	11p M-Su Local 12 News	CM	11p-1135p	11111--	:30	5	\$1,700.00	P-3	0.00	NM	5	\$8,500.00
				11p M-Su Local 12 News 11											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/06/12	08/12/12	-1111--		4			\$1,700.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	NKRC	08/06/12-08/12/12	11p M-Su Local 12 News 11		11p-1135p	-TWThF----	:30		<del>(\$1,700.00)</del>		0.00	NM		
			See MG 12.6												
	6	NKRC	08/06/12-08/12/12	11p M-Su Local 12 News 11		11p-1135p	-TWThF----	:30		\$1,700.00		0.00	NM		
			Ⓜ MG for 12.1 08/07												
			[MG within Flight]												
		Week: 08/13/12	08/19/12	1-----		1			\$1,700.00		0.00				
													Totals	33	\$37,750.00